

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 399 Issue 1



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 6350	Campaign Ref: E:063860370
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06386037
Est./PO Number: 06386037	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1	1	275
3	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5	5	750
4	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5	5	375
8	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme	Nbr of Spots	1	1	2000
9	Fri 10p ET / 9p CT Blue Bloods ...F..	05	1200	30 Comme	Nbr of Spots	1	1	1200
11	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	1	750
12	Sat CBS NCAA FootballS.	04	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					2	13	15	

Grand Totals

	Totals		Month 10 Weeks: 4	
	Spots	Cost	10/15	10/22
	15	6350	2	13
			1025	5325

Grand Totals:

Spots:	15
Gross Total:	6,350.00
Commission:	952.50
Net Total:	5,397.50